



PHILIP MORRIS

INCORPORATED

100 PARK AVENUE, NEW YORK, N.Y. 10017

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ADVERTISING

SCHEDULE

NOVEMBER 4 - DECEMBER 23

6TH SALES CYCLE

1974

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MARLBORO

BENSON & HEDGES

PARLIAMENT

VIRGINIA SLIMS

MULTIFILTER

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**NATIONAL PERIODICALS
ON SALE THIS CYCLE**

MARLBORO

TV Guide
Time
Newsweek
U.S. News & World Report
People
Sports Illustrated
Playboy
Penthouse
Oui
V.I.P. Magazine
Esquire
Popular Science
Popular Mechanics
Mechanix Illustrated
Sport
True
Sports Afield
Sporting News
Argosy
Outdoor Life
Field & Stream
VFW Magazine
American Legion
Motor Trend
Hot Rod
Car Craft
Road & Track
McCall's
Family (Army Times)
Ladies Home Journal
Redbook
Ebony
Jet
Contact
Players
Black Sports
Family Circle
Cosmopolitan
Money
Travel & Leisure
New Times

VIRGINIA SLIMS

TV Guide
People
McCall's
Ladies Home Journal
Redbook
Cosmopolitan
Vogue
Mademoiselle
Harper's Bazaar
Family Circle
Woman's Day
American Home
House & Garden
House Beautiful
MacFadden's Women's Group
Deli Modern Group
Southern Living
Ideal Women's Group
Glamour
Viva
Girl Talk
Ebony
Ebony Fashion Fair Program
Women's Sports
Essence

PARLIAMENT

TV Guide
Time
Newsweek
U.S. News & World Report
Sports Illustrated
Psychology Today
Money
Travel & Leisure
Saturday Review/World
Harpers
Atlantic
Woman's Day

BENSON & HEDGES

TV Guide
Time
Newsweek
U.S. News & World Report
People
Sport Illustrated
Esquire
Playboy
Penthouse
Viva
Ebony
Black Enterprise
Jet
Crises
McCall's
Ladies Home Journal
Redbook
Cosmopolitan
Family Circle
Woman's Day
Women's Sports
American Home
Saturday Review/World
Atlantic
Psychology Today
Harpers
New Times
Gourmet
Southern Living
National Jewish Monthly

MULTIFILTER

TV Guide
Time

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LOCAL ADVERTISING REGION NO. 1

OUTDOOR*

Parliament (November)	Boston	110 Posters
	Hartford	25 Posters
Benson & Hedges	New Haven	32 Posters
(December)	New York	191 Posters
	Providence	38 Posters
	Newark	240 Posters
Parliament (November)	New York	1,800 2-Sheet
Benson & Hedges		Subway
(December)		Panels
Marlboro (November)	New York	500 King-
Parliament (December)		Size Panels
Marlboro	New York	300 Subway
		Clocks
Marlboro	Rochester	5 Bulletins
	Bridgeport	2 Bulletins,
		23 Posters
	Boston	8 Bulletins,
		110 Posters
	Buffalo	4 Bulletins,
		Erie County
		Stadium
	Hartford	2 Bulletins
		18 Posters
	New Haven	4 Bulletins
		13 Posters
	New York	46 Bulletins
	Providence	6 Bulletins
	Albany	34 Posters
	Atlantic City	1 Bulletin
Marlboro	All Markets	REA
		Truck Panels
Benson & Hedges	New York	8 Bulletins

REGIONAL PERIODICALS

Benson & Hedges,	Boston	Boston
Parliament		Magazine
Benson & Hedges,	Boston	Playbill
Parliament	New York	
Benson & Hedges,	New York	Cue
Marlboro,		
Parliament		
Benson & Hedges,	New York	Lincoln Center
Parliament,		Programs
Benson & Hedges,	New York	New York
Parliament,		Magazine
Marlboro		

*Bulletin Dimensions:
 Bulletin (Permanent & rotating) - 12'x48' - 20'x70'
 Poster (30-Sheet Panels) - 12'x25'
 Kings (8-Sheet Panels) - 88"x85"
 2-Sheet - 45"x59 1/2"

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SUNDAY SUPPLEMENTS

NATIONAL:

Family Weekly • Marlboro, Virginia Slims,
Benson & Hedges
Parade • Benson & Hedges, Marlboro,
Virginia Slims
Tuesday Dawn • Virginia Slims
• Virginia Slims, Benson & Hedges

LOCAL:

Buffalo	Courier Express	Parliament
Boston	Advertiser/Herald Traveler	Parliament, Benson & Hedges, Marlboro, Virginia Slims
Hartford	Courant	Parliament
New York	Long Island Newsday	Benson & Hedges Box, Marlboro, Virginia Slims, Parliament
	News	Benson & Hedges Box, Marlboro, Virginia Slims, Parliament
	Times	Parliament, Marlboro, Benson & Hedges Box
Newark	Star Ledger	Parliament
Providence	Journal	Benson & Hedges, Marlboro, Virginia Slims, Parliament
Rochester	Democrat & Chronicle	Benson & Hedges, Marlboro, Virginia Slims, Parliament
Syracuse	Herald American/ Post Standard	Parliament
Worcester	Sunday-Telegram	Benson & Hedges, Marlboro, Virginia Slims, Parliament

NEWSPAPERS:

Boston	Globe, Herald American	Marlboro Menthol
Bridgeport	Post Telegram	Marlboro Menthol
Hartford	Courant, Times	Marlboro Menthol
New Haven	Register	Marlboro Menthol
New York	News, Post, Times	Benson & Hedges Box, Marlboro Menthol
	Village Voice	Benson & Hedges Box,
	Amsterdam News	Benson & Hedges Box, Marlboro Menthol
	Jamaica Voice	Benson & Hedges Box, Marlboro Menthol
	Newark Afro- American	Benson & Hedges Box, Marlboro Menthol
	Long Island Newsday	Benson & Hedges Box, Marlboro Menthol
New Jersey	Paterson News	Benson & Hedges Box, Marlboro Menthol
	Trenton Times	Benson & Hedges Box, Marlboro Menthol
	Newark Star Ledger	Benson & Hedges Box, Marlboro Menthol

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